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ABSTRACT OF DISCLOSURE

A system for providing interactive services in a subscription television system includes a system controller for controlling the interactive services, a video signal source for transmitting a video signal and a subscriber terminal for receiving a downstream transaction from the system controller and the video signal. The system controller comprises a memory for storing subscriber terminal address data and transaction data, a processor for generating a downstream transaction including subscriber terminal address data and transaction data, a transmitter for transmitting the downstream transaction, and a receiver for receiving an upstream transaction. The subscriber terminal includes memory for storing the downstream transaction, an on screen display generator for overlaying data in place of or superimposed on the video signal, data input circuitry for generating upstream data, and an upstream transmitter for transmitting the upstream data to the system controller. The downstream transaction may include screen data which defines at least one screen to be overlaid in place of or superimposed on the video signal.

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